

# Connecting with Kids: Using Live Theatre to Communicate Your Message

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South Carolina Department of Health  
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FNS Nutrition Education Conference  
Arlington, VA  
September 14, 2005



It's  
*Your*  
Health...  
Take Charge!

# Goals of the campaign



- Encourage South Carolinians to accept personal responsibility for making healthy choices around nutrition and physical activity for themselves and their families
- Motivate individuals to make healthy choices by providing easily understood nutrition and health messages
- Promote life-long healthy habits



# Messages



# Take down fat

Choices &  
Portions







# Take 6



or more  
**Whole  
Grains**



Take

Walk, play,  
dance...



action





The play incorporates these messages in a humorous story about two mice named Hugo and Chloe and a hungry cat. The play uses interaction, music, problem solving, puppets and lots of laughter to help convey the message:

It's *Your* Health... Take Charge



SC DHEC Office of Public Health Nutrition  
in partnership with  
The University of South Carolina  
Department of Theatre and Dance  
present

# Taking Charge in Meadowland

An interactive play for  
elementary school children in grades K–3



[www.scdhec.gov](http://www.scdhec.gov)

*Promoting and protecting the health of the public  
and the environment.*

This institution is an equal opportunity provider and employer.

This material was funded by USDA's Food Stamp Program



The University of South Carolina  
Department of Theatre and Dance

# Objectives of the Play



- 1) To communicate positive messages to children about nutrition and physical activity and food through live theatre
- 2) To increase the understanding that eating healthy foods and being active can be fun
- 3) To sustain and reinforce the messages after the performance

# Partnership with The University of South Carolina School of Theatre and Dance

- Director of the Acting Program had experience with children's theatre
- The Director had experience with the use of theatre for social awareness
- The acting student had experience in script writing
- The acting students had experience in puppet making and set design

## It's Your Health .....Take Charge Pre-Test

Please circle your answer:

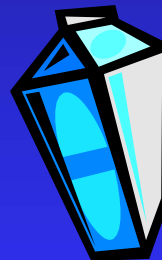
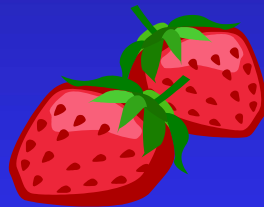
1. How many servings of fruits and vegetables do you need everyday?

1      2      3      4      5

2. Which of the following are healthy snacks?



3. Which one of the following gives you strong bones?



4. How many days a week do you need to play and be active?

1      2      3      4      5      6      7





# Problem















Conflict











*The play within the play*



















Climax















# Resolution





## It's Your Health .....Take Charge Post-Test

Please circle your answer:

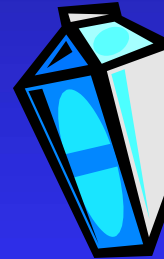
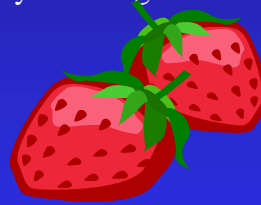
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# After the Play Classroom Activity

It's Your Health Take Charge  
Taking Charge in Meadowland

Discuss the play with the children and ask them the following questions

1. How did you like the play?
2. What was your favorite part?
3. Name two things that you learned that you didn't already know after watching the play?
4. Name two things that you will change about what you eat?
5. Have the children draw a picture of themselves  
Using the concept you are what you eat, draw pictures of foods that are good for their bodies



# Activity Books

- Activity books go home with each child with “nutrition related activities” for the children and “take home messages” for parents.

## Teacher Evaluation

### For Taking Charge In Meadowland

1. How valuable do you think the ideas in the play were for the students?
  - a. Very
  - b. Somewhat
  - c. Not at all
2. How helpful did you think the educational materials were?
  - a. Very
  - b. Somewhat
  - c. Not at all
3. Do you think that the students will retain what they learned as a result of watching a live performance and using the classroom? activities as opposed to watching a video or attending a class lecture?  
Yes      No
4. What did you like best about the presentation?
5. What about the presentation could be improved?



# Teacher Evaluation

## ■ Comments:

The reinforcement of the messages throughout the play were great

The interaction with the students was great

The live performance was so much better than a classroom lecture

This was the best thing I have ever seen  
every elementary student should see it



The play has reached over 13,500 children in five counties.

This past year 4500 pre and post tests were entered into a data base using Epi 3.1.

Preliminary results indicate the following results:

## Preliminary Test Results

1. How many servings of fruits and vegetables do you need everyday?

Correct Answer:

**Pre-test 31.6%**

**Post-test 69.7%**

2. Which of the following are healthy snacks?

**Pre-test 81.9%**

**Post-test 88.8%**

3. Which one of the following gives you strong bones?

**Pre-test 71.2%**

**Post-test 78.2%**

4. How many days a week do you need to play and be active?

**Pre-test 51.8%**

**Post-test 66.1%**

# Evaluation

Final Evaluation for mean and standard deviation will be completed using the SAS Model for validation of the results.



# Plans for further integration and reinforcement of the message

- The play will be filmed at South Carolina ETV in the fall of 2005
- An interactive CD will be given to each teacher after the play with a nutrition Tool Box There will be pauses in the play and the actors will introduce four activities from the tool kit for classroom use.